

**Bay Area Chamber of Commerce
Board Meeting
November 2, 2005
7:00am – Red Lion Hotel**

Board members present: Dick Leshley, Yellow Cab; Johanna Dillard, Coastal Paper & Supply; Barb Gunnell, Community Financial Services; Chris Christoffer, Sterling Bank; Marty Giles, Wavecrest Discoveries; Joanie Johnson, Sincerely Yours! Antique Mall; Renee Middleton, US Bank; Scott Nay, Baycrest Village; Tom Scheideman, Weyerhaeuser Co.; Timm Slater; Greg Stevens, The World; Brandy Thompson, Cardinal Employment Services; Sherry Yarbrough, Umpqua Bank; Shirley Liberante, Chamber; Connie Davis, Chamber; Community-at-large Director, Rob Schab, Coos Bay-North Bend Water Board; Ex-officio, Judith Hansen, Southwestern.

Guests: Chris Coles, Coos Bay Downtown Association; Dennis & Linda Kalista, Oceanside RV Park; Jon Richards, Southwestern BDC.

President Dick Leshley called the meeting to order and everyone introduced themselves and their businesses.

The minutes of the October meeting were unanimously approved as mailed.

President's Report

President Leshley presented the 4-Star Customer Service Award to Dennis and Linda Kalista of Oceanside RV Park.

Executive Director's Report

Shirley Liberante reported that the Board Retreat was very successful and called everyone's attention to the goals that were created that day. (A copy of the goals are included with these minutes in the Chamber office).

She stated that economic development is really picking up in this area and indicated that she has been the manager of the Enterprise Zone since 1990 and has seen 24 businesses established since that time. She said that 4 of those businesses were established in the last six months. She said that "Tourism is Economic Development" – visitors learn about our area through advertising and our website, come here to visit, then relocate a business here. The Chamber is partnering with the Port and SCDC on ads and TV to get more exposure for the area. She asked that anyone with ideas please call her.

Shirley said that Chris Christoffer, who will be the Chamber president next year, is heading up a Rapid Response Team and a few people have already called to volunteer on this project. She said Michael Wilson of the Employment Department is supplying her with statistics that reflect our changing economy.

Shirley reported that Business Directory/Community Profile Ads have been sold and we are at an all-time high with between \$60-64,000 sold. She's not anticipating a large profit since we will be having more books made this year. Many of the books are distributed through hotels/motels and are used as recruitment tools by several organizations in the area.

She said that several new members joined the Chamber in October: Allstate Insurance/Wanee McCabe, Henderson Shorin Ryu, The Local Pages and Western Testing.

Shirley stated that the Chamber has signed an agreement with the City of Coos Bay to contract with the City to run the Visitor Center. She said that since we moved out of that building, a new agreement was required.

Shirley reported that several 4-Star Awards will be given next month. These businesses are selected from their customer's recommendations because of excellent customer service. They are US Bank's Coos Bay branch, Les Schwab's North Bend store and NW Natural.

Treasurer's Report

Treasurer Chris Christoffer gave the financial report.

Other Officers & Committee Reports

Ambassadors - Barb Gunnell reported that the Ambassadors attended a great Business After Hours at Cardinal Employment Services and they will be doing a dedication/ribbon cutting for Southport Lumber on Friday at 9:00am. She said that the Governor will be attending this function.

Tourism - Marty Giles reported that the committee looked over their goals, decided on committee assignments and agreed to go to other meetings pertaining to tourism and report back. She said that they were looking forward to learning about what kind of earthquake preparedness is available in the area. Marty said that the next committee meeting will be on November 17 at 7:30 at the Red Lion. She asked that anyone wanting to be on her e-mail list for meeting notices to please call her.

Southwestern – Judith Hansen reported that the dedication for the Oregon Coast Culinary Institute will be held on Thursday at 4:30 and will be preceded by her installation as president at the Hales Center at 3:30. She said that Fall quarter is open and going well; the new residence hall is now open; the soccer field is done, but the track is not quite finished yet. She said playoff games will be held on the field – weather permitting. Judith stated that they are working on a strategic plan for the college and are encouraging people to attend the “visioning meetings” that are being planned to gather information from students/staff/faculty and the public as regards future plans for the college. She said that they are looking for representatives to serve on the visioning committee. Judith reported that the area's changing economic growth calls for changing needs for employment. The college hopes to provide training in those fields and is asking for input on these issues.

Economic Development - Tom Scheideman said that their committee heard from Don Yost about the fishing industry, which contributes \$15 million to the states economy. November's program will feature Adam Zimmerman of Shorebank Enterprise Pacific.

Jon Richards reported that the annual Economic Outlook Forum will be held on December 9th at 6:45am at The Mill Casino-Hotel Salmon Room. He said that John Mitchell, US Bank Economist will be the keynote speaker, Other speakers will be Guy Tauer, Oregon Employment Department and several homegrown businesses. He said that sponsorships are still available and that net proceeds from the event go to the Chamber. Shirley said that this year's focus will be on the Oregon International Port of Coos Bay, Southwestern's new Culinary Institute, Affordable Housing and the North Bend Airport.

IBO Business Forums - Shirley reported that today's program will feature the ACS Call Center. She said that they will be moving out of the business incubator and moving to the former location of the Employment Office on Elrod St. The move will increase their available space and they have hired 2 new recruiters. Jon Richards said that the move will create a space and opportunity in the Business Center and they will be looking for a new tenant. (Available will be a 5000 sq. ft. warehouse space with large doors and low rent). He explained how the Port of Coos Bay is the landlord and they have contracted with the Business Center to run the incubator. Dick Leshley mentioned that he needs someone to take over for him at the next Business Forum as he will be out of town. Chris Christoffer agreed to do so. Shirley said that next week's program will be North Bend Medical Center, followed by Harley Davidson, and Bandon Dunes coming in December. She also mentioned that the

November Business After Hours will be hosted by Checkberry's and December's hosted by Evergreen Court.

Promotions – Mark Mattecheck reported that there was a good discussion on how to spend money to support the area. Some of the ideas were to update the website, have e-mail tourism movies available online, coupon books, use their budget for local events that draw more people into the area such as the Jazz Festival and Fun Festival, promote the area off-season to try and bring in more visitors to stay and spend money. Shirley mentioned that Christie Smith has been hired to work for Promotions on Fridays and has moved into her office located at 145 Central.

Government Affairs – Dick Leshley said the next meeting will be on the 3rd Tuesday in November, 7:30 at the Red Lion. He said that Arnie Roblan will be speaking regarding how businesses can better work with legislators in Salem and said that Nikki Whitty will be the speaker in December.

Forestry/Fisheries – Timm Slater said that meetings are the 3rd Friday of each month at 7:00am at the Red Lion. He said that it is put together by Douglas Timber Operators and generally has an attendance of 25 – 30 people. He said that there is talk of splitting the Forestry/Fisheries committee apart and more information will follow.

Leadership Coos – Connie Davis reported that this year's class is the largest so far. She said that November's program is Business & Industry and the group will be touring the new Southport Lumber facility on the North Spit, The Mill Casino-Hotel, the Oregon Connection and Sause Bros. Speakers representing SCDC, BNT, the Business Incubator and Real Estate will speak to the group at The Mill.

Banquet – Barb Gunnell reported that the banquet will be held on January 28. The committee is due to meet tomorrow at noon. Shirley said that the band has been hired.

South Coast Development – Shirley reported that they are working with the Port and LNG. She said that at the last meeting the internal structure was revamped, changing the current bylaw that allowed only those people donating money to support the program a voting privilege. She said that they revised that to include the fact that the Chamber of Commerce has in-kind value and is now a voting member. She said that SCDC has picked up 2 contracts, \$30,000 for marketing a North Bend business park and \$30,000 for marketing land for the Port.

Coos Bay Downtown Association - Chris Coles reported that they have just completed a very successful Farmer's Market season and plan to do an analysis of the market. She said that Santa will arrive on November 26 at the Coos Bay Fire Department, and there will be a decorated tree on the Boardwalk again this year. Chris reported that she attended the National Preservation Conference in Seattle and learned about the restoration and preservation of historic buildings.

Coos Bay-North Bend Water Board – Rob Schab said that local development is a big part of their business and said that they budgeted for 150 new services and since July 1st they have already put in 109. He said that they are establishing standard industrial codes for the purpose of water conservation and energy. Rob said that they will be losing approximately 30% of their employees, to retirement, within the next few years and will be looking for new employees to add to their staff. He stated that they have 12,500 accounts and are currently looking for a Customer Relations Supervisor to gather data and respond to inquiries. He reported that they have installed two sirens, one in North Bend and one in the Water Board Service Center. They are working with both cities and the county regarding the tsunami warning system with plans to get more information out to educate the public.

Having no further business, President Leshley adjourned the meeting.